



The **Boating Clean and Green Campaign** is a statewide boater education and technical assistance program conducted by the **California Coastal Commission** in partnership with the **California Department of Boating and Waterways** that promotes environmentally sound boating practices to marine business and boaters in California. Started in April 1997, the **Campaign** conducts boater education throughout the state in partnership with many public and private agencies that share a concern about educating boaters about environmentally sound boating practices.

Through successful partnerships with marine businesses, boating associations, environmental and non-profit groups, state and local governments, including the successful **Keep the Delta Clean Program** conducted by the **Contra Costa County Watershed Program**, the **Campaign** educates boaters about environmentally and safe sound boating while assisting marinas and local governments in identifying the need for and installing pollution prevention services for boaters.

The **Campaign** has received its primary funding from the California Integrated Waste Management Board (CIWMB). Other funders include the Environmental Protection Agency, the National Oceanic and Atmospheric Administration, Contra Costa County Public Works and staff support from the San Francisco Bay Conservation and Development Commission.

Why California Should Care About Boating Practices



California has the highest level of recreational boating activity in the nation. With 1,100 miles of coast, hundreds of navigable rivers, lakes, and the Delta, there are ample recreational opportunities for boaters. As of December 2004, California had about 900,000 registered boats. As California's population has increased, so has the popularity of boating as a recreational activity.

The Boating Clean and Green Campaign

The components of the **Campaign** generally fall within the categories of **research, outreach/public education and technical assistance**.

- ❖ **Research.** The Campaign has conducted research to better understand the obstacles to clean boating, to assess the needs for services, and to evaluate the Campaign's success. Efforts to date have included: 1) a measurement and evaluation plan; 2) a survey of boat maintenance

practices and attitudes of California boaters; 3) an investigation of educational approaches for motivating boaters to change behavior; and 4) a needs assessment study to identify available pollution prevention facilities and services and geographic gaps in service.

- ❖ **Technical assistance.** The Campaign provides technical assistance to marina operators and local clean boating programs, both by providing tools for local clean boating efforts and helping to get the needed environmental services installed.
- ❖ **Education.** The Campaign conducts direct outreach to boaters, provides educational materials and tools for others boater education efforts, and trains volunteer educators

◆ Boat Shows and Events (40 events to date)



◆ Educating One Boater at a Time

DOCKWALKER



Dockwalkers are volunteers who train boaters and other recreators about environmentally sound boating.

Dockwalkers distribute boater kits with educational materials while visiting marinas, boat launch ramps, boat shows and events. There are over **500 Dockwalkers** statewide who have distributed more than

47,000 boater kits since the year 2000



◆ Education at Marinas - Signs



Education at boat launch ramps
(450 signs posted in English and Spanish)

Education at fuel docks
(150 signs distributed and posted)

◆ Clean Boating Publications

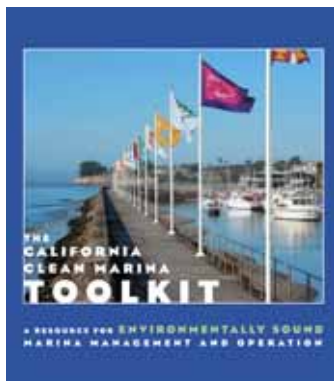


(8,180 copies distributed)

This publication helps those who conduct boat cleaning, repair, and maintenance activities in implementing "best management practices" for minimizing the generation of hazardous wastes, discharges of pollutants to inland and coastal waters, and air pollution discharges.



The Changing Tide newsletter is the quarterly publication of the California Clean Boating Network (CCBN). The newsletter is dedicated to promoting clean boating practices in California by focusing on new trends in clean boating practices and environmental services for boaters. Each issue also showcases great boating destinations throughout California.



(660 copies distributed)

The toolkit is an educational resource for marina operators to encourage the implementation of voluntary practices that minimize water impacts typically associated with marinas.

◆ Education At Marine Supply Shops



600 displays distributed statewide

◆ Promoting Environmental Services for Boaters

To increase the use of environmental services by boaters, the Campaign has developed several resources.

- ✓ Website (<http://www.coastal.ca.gov/ccbn/ccbndx.html>)
- ✓ Tides and Currents book (northern and southern CA- - over 30,000 to date)
- ✓ Earth's 911 website (www.earth911.org), and the **1-800-CLEANUP** number
- ✓ California Marinas GIS Database. This database includes information about California marinas and the environmental services associated. Contact Vivian Matuk at (415) 904-6905 or vmatuk@coastal.ca.gov to order the Excel or GIS shape files.

◆ Pollution Prevention Networking – The California Clean Boating Network

The CCBN consists of a collaboration of marine business, boating associations, government, environmental and academic organizations and local boaters who work to increase and improve clean boating education efforts in California. There are currently four CCBN chapters: Northern California, Central Coast, Southern Coast and the newest Sacramento – San Joaquin Delta Chapter. Each chapter meets quarterly to network and consider new topics in clean boating education and technologies.

You Can Help Protect Our Waterways

- ✓ Become a volunteer **Dockwalker** to conduct boater-to-boater education and distribute boater kits. Contact the California Coastal Commission: (415) 904-6905, www.coastal.ca.gov/ccbn/ccbndx.html to register for a FREE training class. We document community service hours.
- ✓ Participate in the **California Clean Boating Network**. Contact Vivian Matuk: (415) 904-6905 vmatuk@coastal.ca.gov to learn more and to participate in future meetings.

Program Contact Information

For more information about the program visit <http://www.coastal.ca.gov/ccbn/ccbndx.html> or Contact Vivian Matuk at (415) 904-6905 or vmatuk@coastal.ca.gov



Funded by Contra Costa County Public Works, Watershed Program
Conducted by
California Coastal Commission and the California Department of Boating and Waterways